

ABSTRACT

An inkjet color ink comprising: an aqueous medium; at least one yellow dye having a  $\lambda_{max}$  of from 390 nm to 470 nm and an  $[I(\lambda_{max}+70 \text{ nm})/I(\lambda_{max})]$  ratio of an absorbance  $I(\lambda_{max}+70 \text{ nm})$  at  $\lambda_{max}+70 \text{ nm}$  to an absorbance  $I(\lambda_{max})$  at  $\lambda_{max}$  of not more than 0.4; and at least one dye having a  $\lambda_{max}$  of longer than 470 nm and not longer than 750 nm, the at least one yellow dye and the at least one dye being at least dissolved or dispersed in the aqueous medium, wherein both of the rate constants defined herein are not more than  $5.0 \times 10^{-2} \text{ hour}^{-1}$ .